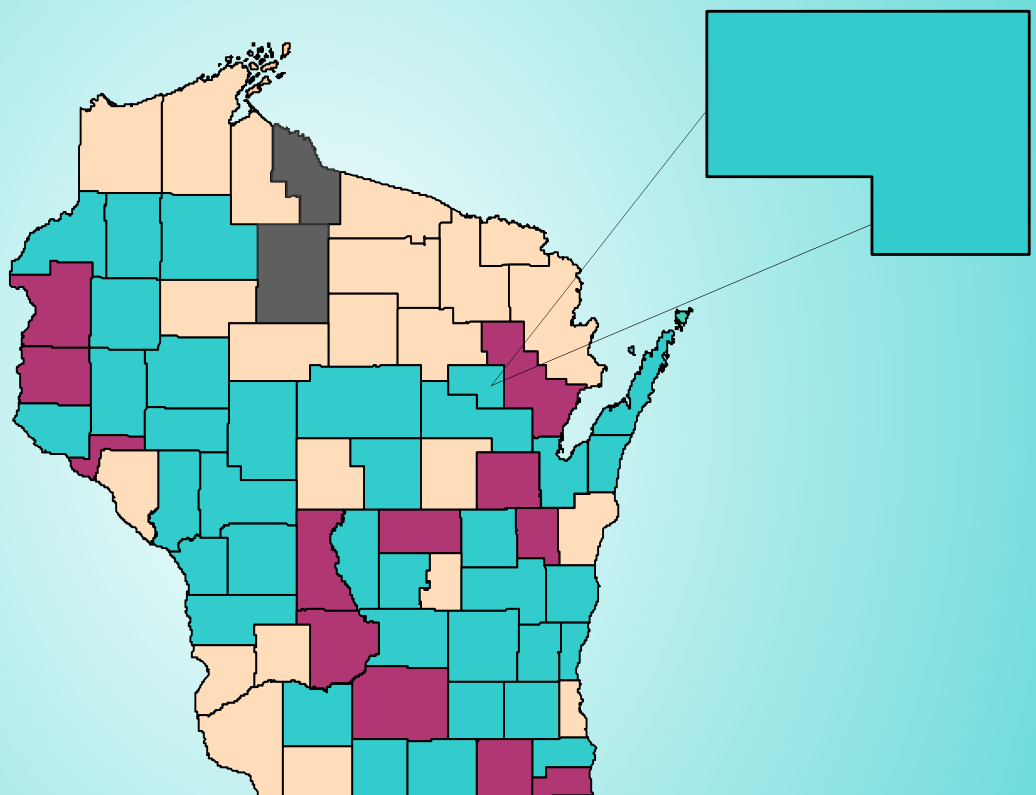


Menominee County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

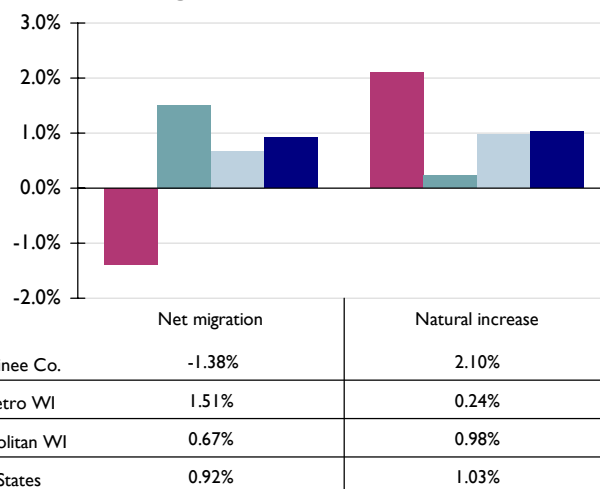
Between 1990 and 2000 the population of Menominee County grew at faster rate than the U. S. and nearly double the rate of the State of Wisconsin. In the two years since the 2000 Census, the growth rate in the county has slowed down considerably. During this time the county has had a growth rate of 0.7 percent, less than one half of the state's growth rate and just under one third of that for the United States. The County's only municipality represents the entire county and the changes in the municipality therefore are the same as the county as a whole.

The two sources of population growth are natural increase which is the number of births minus the number of deaths and net migration which counts the number of residents moving into the county and subtracts the number moving out of the area. Unlike most areas in the state which have experienced most of their growth through net migration, the county had a loss of 1.38 percent of its population from residents moving out the county during the last two years. This may have been an affect of the downturn in the national economy and residents went to areas that had more job opportunities. About 56 percent of the state's growth came from new residents moving to the state, and 46 percent of the new population came from natural increase. The decline in residents moving from

Total Population

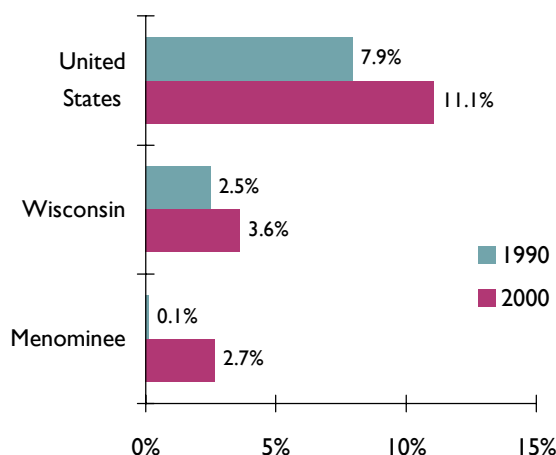
	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Menominee County	4,562	4,595	0.7%
Largest Municipalities			
Menominee, Town	4,562	4,595	0.7%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

the area was offset by a large increase in new births in the county. The combination of the two brought the county's population up 0.7 of a percent over the two years.

The foreign-born population is slightly less than that of the state of Wisconsin. The majority (77 percent) of the foreign-born are Asian. The total foreign-born population in the county was 121 in 2000.

(Continued on page 2)

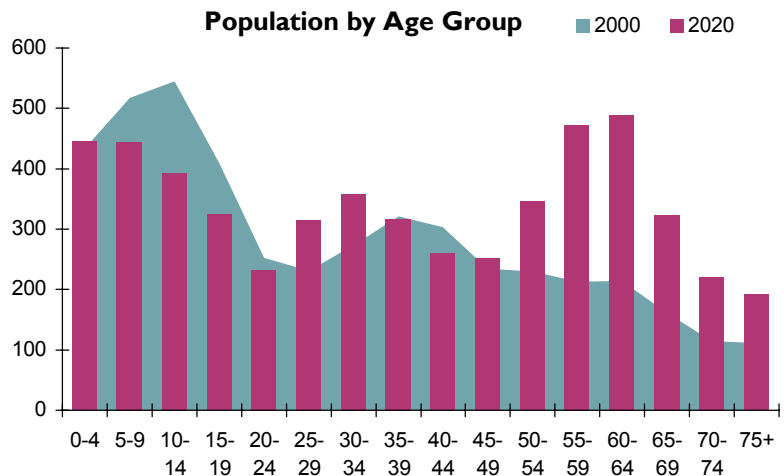
Menominee County Workforce Profile

Population Projections by Age Groups in Menominee County

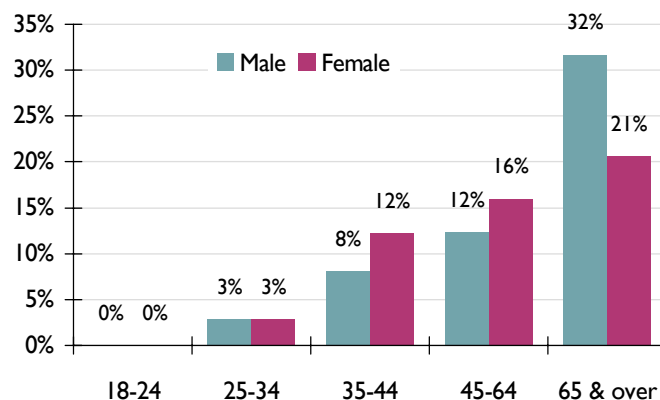
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	223	258	287	206	119	124	126	152	146	111	116	94	101	76	54	57
Female	211	259	258	203	133	107	147	169	157	123	114	119	113	85	60	54
2005																
Male	235	202	243	242	153	118	126	128	148	154	127	130	99	91	60	62
Female	224	192	246	230	157	141	110	149	171	170	139	140	134	104	67	64
2010																
Male	238	212	190	204	179	151	120	128	124	158	182	143	139	92	73	69
Female	226	202	181	218	177	165	145	112	151	186	196	174	161	125	82	75
2015																
Male	244	220	197	158	149	175	152	121	123	132	187	205	152	130	74	80
Female	233	209	189	159	166	185	167	146	113	164	214	242	198	150	98	89
2020																
Male	228	227	201	161	113	144	174	151	115	130	157	210	217	141	104	86
Female	217	217	192	163	119	171	184	166	145	121	189	263	272	182	116	106

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

Another way the county differs from the state is the overall age of the county. The table above shows Menominee County population by age groups. It shows a population much younger than the State of Wisconsin or the United States. Over 45 percent of the county's population is under the age of 20 and 50 percent under the age of 30. While the state will be looking at the possibility of a declining labor force around 2020 as more workers will be reaching retirement age than labor force age, the county should continue to have an ample number of potential workers in its population to replace the retirees. The only limiting factor in the county's potential labor force is the number that move away from the area.



Percent of age group with at least a Bachelor's degree in Menominee County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Although the percent of the county's population with a bachelor's degree or higher is below the state average of 22.4 percent, it is notable that the county exceeds that percentage in one age bracket. This is the 65 and over age bracket. However, the percentages in all of the other age ranges are well below the state average. The high percent in the 65 and over bracket most likely represents the portion of the county's population that has moved to the area for retirement. The lower percentage in the other categories may represent the high portion of the county's population that has moved out of the area.

Labor Force Characteristics

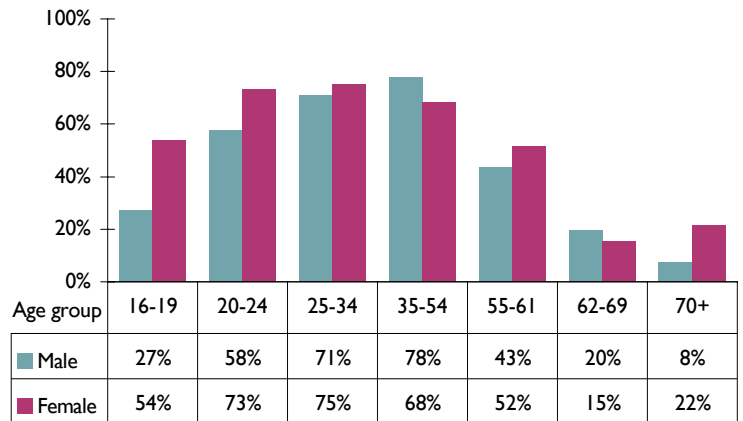
The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and who are not in the labor force. Examples of people who are neither working nor unemployed are retirees or people who choose not to work.)

Another term used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been in the top five participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population is in the labor force. This compares to 66.9 percent for the nation. The participation rate in Menominee County is above the state and national average at 79.7 percent. The trend over the last five years has been a decline in the percent of workers in the labor force, although this has leveled off during the last two years. This may be due to the aging in the population, as the decline in participation seems to have preceded the current downturn in the nation's economy which began in mid to late 2000.

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area as well as what is happening in the overall business cycle. It also varies by age and gender. Participation in the labor force is usually lower in the early years as many in this population group are still attending school on a full time basis. However this changes in the early twenties and will normally peak between the ages of 25 and 54 at which time the participation rate begins to decline as workers begin to retire.

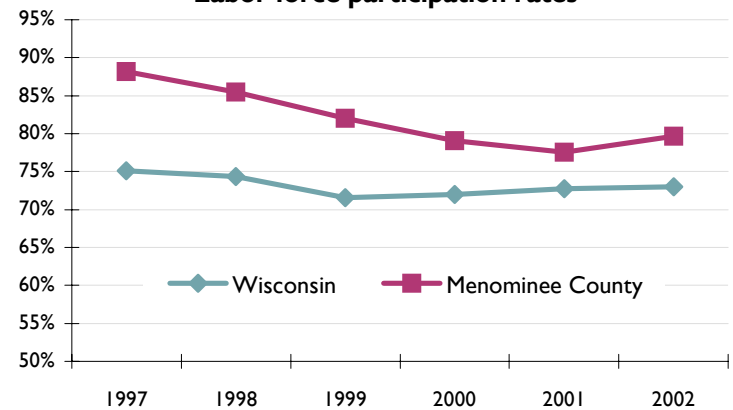
The participation rate for women has increased
(Continued on page 4)

Menominee Labor Force Participation by Age & Sex in 2000



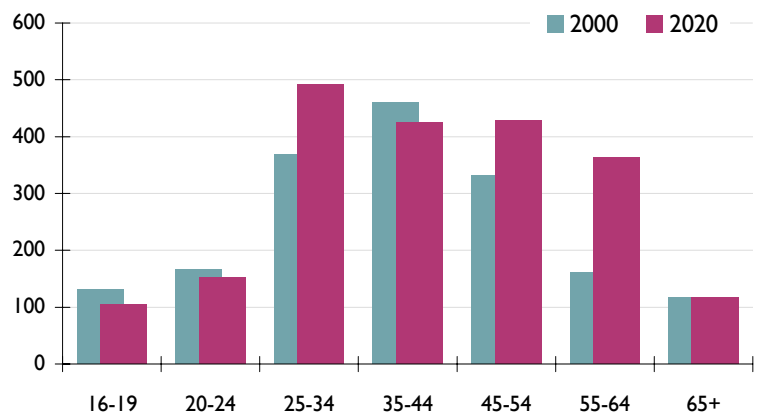
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Menominee County



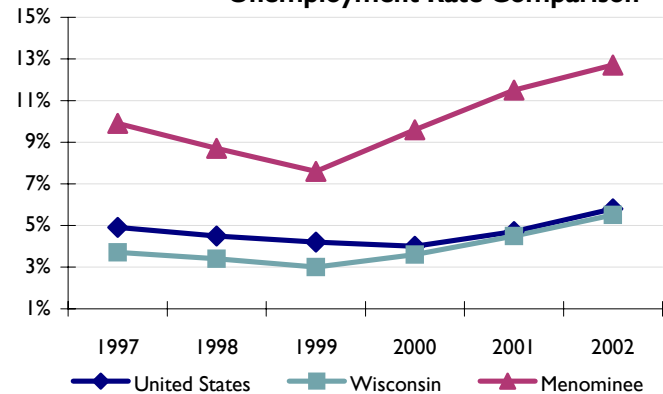
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Menominee County Workforce Profile

tremendously during the last half century when less than 50 percent of women were in the labor force to now where their participation is nearly equal to men. The percent women in the labor force follows the same basic trends as men, but unlike the state and nation, it is higher than the participation rate for men through age 34 and again in the 55 to 61 year age group in Menominee County.

The county's unemployment rate has traditionally been above state and national trends. Despite this, it has followed a similar rise and fall pattern.

Unemployment Rate Comparison



Menominee County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	2,382	2,515	2,494	2,344	2,380	2,395
Employed	2,145	2,296	2,304	2,118	2,107	2,092
Unemployed	237	219	190	226	273	303
Unemployment Rate	9.9%	8.7%	7.6%	9.6%	11.5%	12.7%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in area. The two lists are quite different in the wages, training requirements.

Although there are fewer opportunities for the fastest growing occupations, they offer substantially higher wages, and for the most part are transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller number of jobs, so small growth will be result in a large percent of the field, while the occupations with most openings are already occupations with a large number of jobs, so it is more difficult to obtain a high growth rate. One other major difference between the two lists is that the fastest growth measures only new positions. The list with most openings contains both new openings as well as openings created by workers leaving the occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrs Systms Soft	Bachelor's degree	\$23.35
	Network Systms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrs Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

Source: WI DWD, Bureau of Workforce Information, 2002

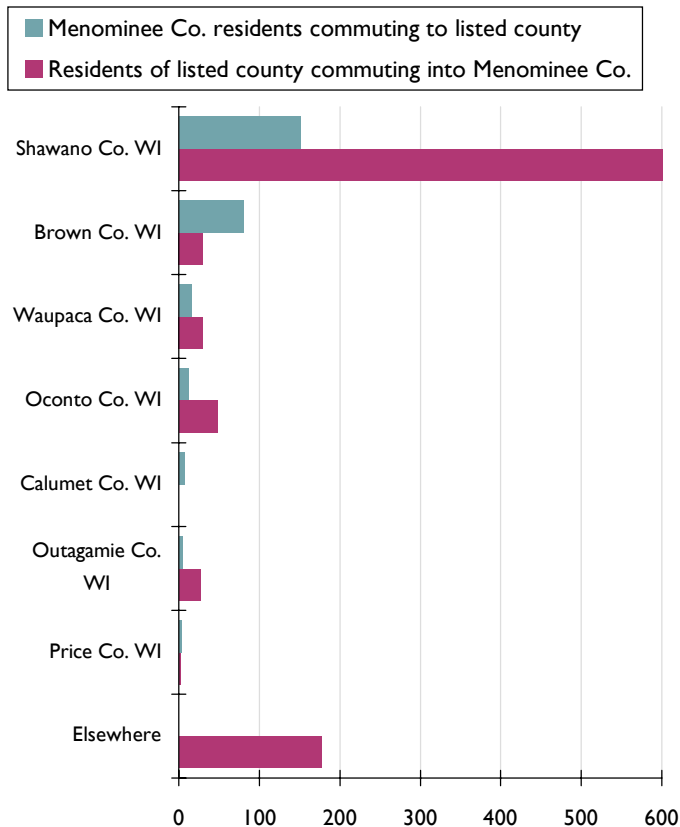
County Commuting Patterns

Commuting patterns is one additional way of looking at a county's labor force. Not all of the county's residents work within the county, and not all of the jobs within the county are filled by local workers. Some of the workers work in neighboring counties. In some counties where cities and towns cross county lines, this may be nothing more than just

crossing a street or river. In other places there may be a substantial commute.

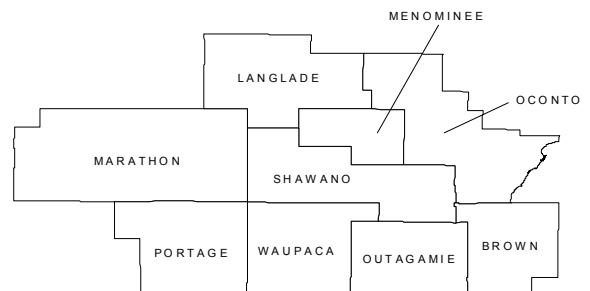
The most obvious pattern emerging when looking at the chart and table on this page is that the primary exchange of workers is between Shawano County and Menominee County. This exchange by itself makes Menominee County an importer of workers. Approximately 450 more workers commute into the county for employment than leave for employment elsewhere on a regular basis.

While there are exchanges with other counties, about 75 percent of the exchange occurs with Shawano. This is most likely related to the casino and hotel restaurant complex in Menominee County which requires a large labor force and provides steady year around employment for workers.



	Menominee Co. residents commuting to listed county	Residents of listed county commuting into Menominee Co.	Net gain or loss of workers
Shawano Co. WI	151	601	450
Brown Co. WI	80	30	-50
Waupaca Co. WI	16	30	14
Oconto Co. WI	12	48	36
Calumet Co. WI	7	not avail.	not avail.
Outagamie Co. WI	5	27	22
Price Co. WI	3	2	-1
Elsewhere	#N/A	177	#N/A

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

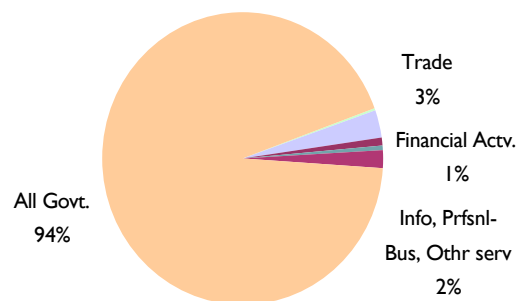
Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930s as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. Unlike most counties in the state, Menominee County technically has no manufacturing employment. This is not exactly true. In cases where businesses are owned by Native American Tribes, the employment is listed as government. So in the case of Menominee County, 94 percent of all employment is listed as government. This includes stores, restaurants, the sawmill, as well as the casino.

With the change in the classification system, there is not a direct crossover to make a simple comparison with previous year's data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information.

(Continued on page 7)



2002 Industry Employment in Menominee County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	3	0%	Construction & Mining	0%
Manufacturing	0	0%	Manufacturing	0%
Transportation, warehousing & utilities	3	0%	Transportation, utilities & communication	0%
Trade (wholesale & retail)	65	3%	Wholesale trade	0%
			Retail trade	5%
Financial activities	16	1%	Finance, insurance & real estate	0%
Information, professional & business services, other services	36	2%	Services & misc (incl. agr, forestry, fishing)	1%
Education and health services	9	0%	Government	93%
Leisure & hospitality	2	0%		
Government	1,905	93%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Menominee County Workforce Profile

mation on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors of the information industry and the leisure and hospitality industry. These and other service sector jobs have shown more growth nationally and the additional data could be helpful in an area such as Me-

nominee County if they would be moved out of government and into separate industries. There is one data collection method that does this.

Because of the way businesses are broken out, most of the industries groups are either suppressed and if they are not, they are connected to tribal enterprises.

Top 10 Industry Groups in Menominee County

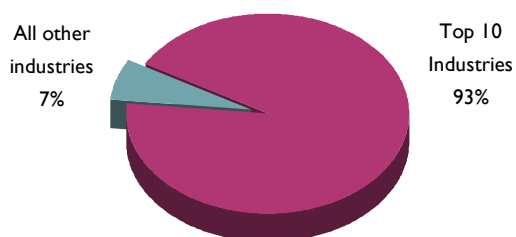
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Amusement, Gambling & Recreation Ind	*	*	*
Executive, Legislative, & Gen Government	5	357	101
Educational Services	3	270	-21
Wood Product Manufacturing	*	*	*
Ambulatory Health Care Services	*	*	*
Social Assistance	*	*	*
Administrative and Support Services	*	*	*
Nursing and Residential Care Facilities	*	*	*
Administration of Human Resource Program	*	*	*
Real Estate	*	*	*

*data suppressed to maintain confidentiality

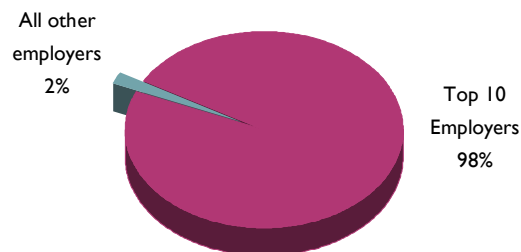
Top 10 Employers in Menominee County

Company	Product or Service	Size
Menominee Indian Tribe	Executive & legislative offices, combined	500-999
Menominee Casino-Bingo-Hotel	Casinos (except casino hotels)	500-999
Menominee Enterprises-Tribal Entrpr	Sawmills	250-499
Menominee Indian School Dist.	Elementary & secondary schools	100-249
College of the Menominee Nation	American Indian tribal governments	100-249
County of Menominee	Executive & legislative offices, combined	100-249
Town of Menominee- Menominee County	Executive & legislative offices, combined	20-49
Delabreau Otto Ltd.	Gasoline stations with convenience stores	10-19
Tom Thumb Food Markets, Inc.	Gasoline stations with convenience stores	10-19
Kenah Mecem, Inc.	Convenience stores	10-19

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Menominee County Workforce Profile

The data on this page is based on information collected through Unemployment Insurance records. Unlike the data on the previous page, the data here is not moved into the government category so can be of more help in looking at county employment. The disadvantage of this data is that it is less timely, often with a lag time of nine to ten months.

The average annual wage for all industries in Menominee County is \$23,444, or 72 percent of the statewide average. This is typical for a non-metro

county in the state. Generally wages are higher in the larger metropolitan areas and decrease as you get further from them. Many of the jobs that are listed in public administration are very likely related to the leisure and hospitality industry. The industry group with the highest level of employment in the

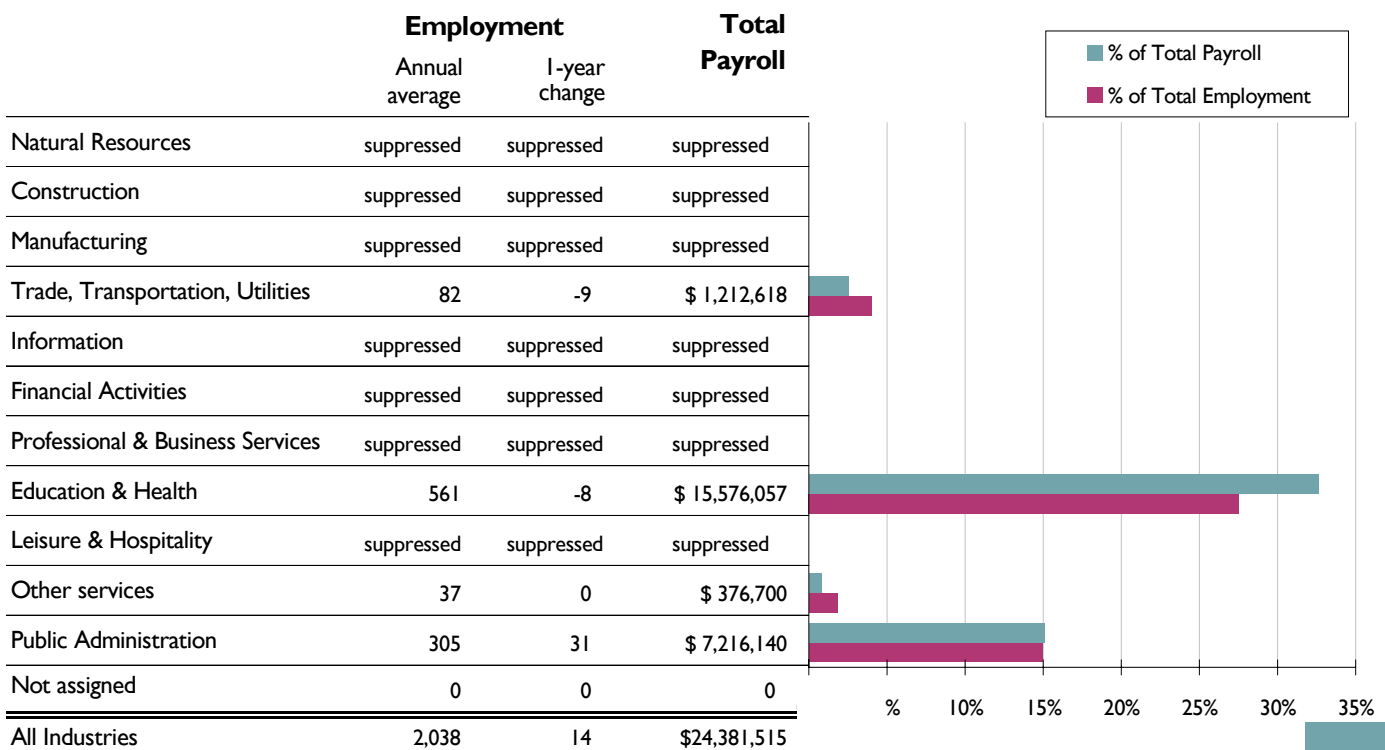
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Menominee County	Wisconsin	% change
All Industries	\$ 32,422	\$ 23,444	72%	-0.3%
Natural resources	\$ 25,481	suppressed	suppressed	suppressed
Construction	\$ 39,649	suppressed	suppressed	suppressed
Manufacturing	\$ 40,584	suppressed	suppressed	suppressed
Trade, Transportation, Utilities	\$ 28,422	\$ 14,788	52%	19.1%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	suppressed	suppressed	suppressed
Professional & Business Services	\$ 36,324	suppressed	suppressed	suppressed
Education & Health	\$ 33,768	\$ 27,765	82%	-2.3%
Leisure & Hospitality	\$ 11,837	suppressed	suppressed	suppressed
Other services	\$ 19,500	\$ 10,181	52%	-4.8%
Public Administration	\$ 33,769	\$ 23,659	70%	6.8%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

county is the education and health care industries. The education sector would include both the public and private schools in the county, while health care would include hospitals, clinics as well as nursing homes. Nearly one third of the wages in the county come from this industry group.

2002 Employment and Wage Distribution by Industry in Menominee County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid year total population estimates.

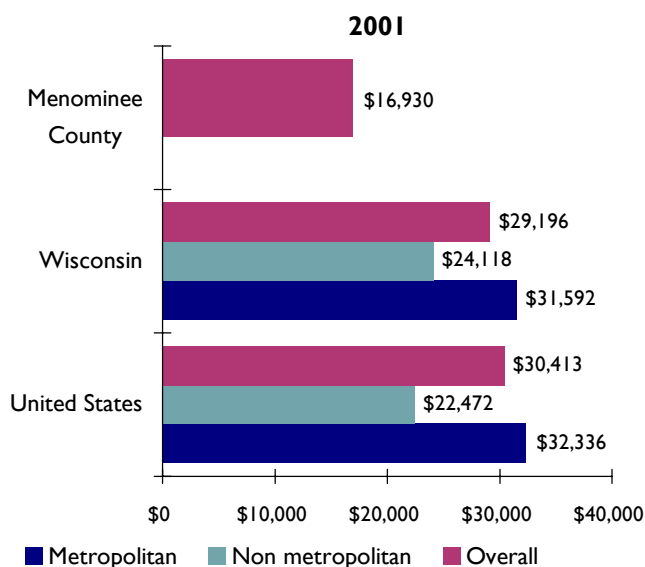
Like the state and nation, the majority of PCPI in Shawano County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percent of income from dividends, interest and rent pay-

ments and transfer payments is above the state and national average. This may represent the high portion of an older and retired population in the county as well as any federal assistance provided to the county.

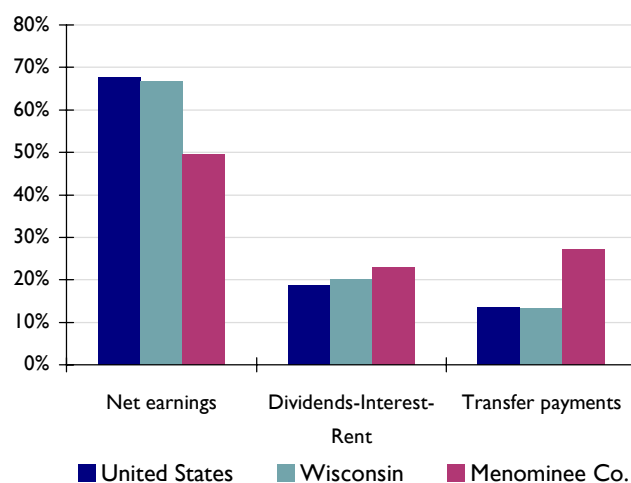
PCPI in the county is \$16,930. This is below the state level of \$29,196 and that of the nation. The growth rate for the county's PCPI over the last year and five year period has been above the state's and the nation's growth rate.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Menominee County	\$12,977	\$13,785	\$14,333	\$14,796	\$15,254	\$16,930	11.0%	30.5%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

richard.seidemann@dwd.state.wi.us